

ORDER



Orders
Order / Rev: 206212
Alt Order #: 06853189
Product Desc: 9/18-9/24 SENATE MAJORITY PAC
Estimate: 1796
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 09/17/12 / 09/17/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Majority PAC
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN14921

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	11	\$11,400.00	\$9,690.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	11	\$11,400.00	\$9,690.00	0.00
Totals	11	\$11,400.00	\$9,690.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	13%	\$11,400.00
Market	100%	\$87,692.31

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	41%	\$35,953.85
WGNT	6%	\$5,261.54
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	7%	\$6,138.46
WTVZ	3%	\$2,630.77
WVEC	30%	\$26,307.69

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/23/12	09/23/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$100.00	P2	0.00	NM	1	\$100.00
FOX NWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S	1		\$100.00	0.00							
E 2	WVBT	09/22/12	09/22/12	College Football Pregame College Football Pregame	CM	College Football P	-----S-	:30	1	\$600.00	P2	0.00	NM	1	\$600.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SAT FOOTBALL PREGAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$600.00		0.00			
E 3	WVBT	09/22/12	09/22/12	College Football College Football	CM	College Football	-----S-	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
SAT FOOTBALL PREGAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					2	\$1,200.00		0.00			
E 4	WVBT	09/19/12	09/19/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	--W----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
THE X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$2,500.00		0.00			
E 5	WVBT	09/18/12	09/21/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	-TWTF--	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--					1	\$1,200.00		0.00			
E 6	WVBT	09/18/12	09/20/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	-TWT---	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWT---					1	\$500.00		0.00			
E 7	WVBT	09/22/12	09/22/12	College Football College Football	CM	College Football	-----S-	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
NCAA FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					2	\$1,200.00		0.00			
E 8	WVBT	09/24/12	09/24/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$1,200.00		0.00			
E 9	WVBT	09/24/12	09/24/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	M-----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$500.00		0.00			
													Totals	11	\$11,400.00